

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A marketing system that matches a customer profile to product/service offers marketed in a variety of web services resident on respective remote servers, the marketing system comprising:

a database comprising a customer profile containing information related to a customer's interests in specific types of products and services;

a database comprising a plurality of product/service offers related to specific products and services; and

a server configured for executing a program operable to match one of the plurality of product/service offers to the customer profile[[],];

wherein the customer profile ~~comprising~~ comprises a permission-based marketing profile ~~within , and~~ the server, ~~which~~ continuously communicates through an Internet connection to scan for product/service offers that appear to match the customer profile, and provides the customer an offer based on the types of products and services associated with the customer profile comprising the permission-based marketing profile and instant communication with a product/service provider offering the matching product/service;

wherein the program is configured to allow the customer to accept or fulfill product/service offers; and

wherein the program is further configured to update matching based on whether a product/service offer was accepted or fulfilled by the customer.

2. (Previously Presented) The system of claim 1 wherein the program is operable to present product/service offers to each customer, based on the results of a matching agent.

3. (Previously Presented) The system of claim 1 wherein the product/service offers are located on a plurality of distributed databases, the database in communication through a communications network.

4. (Previously Presented) The system of claim 3 wherein the plurality of distributed databases are located on-site at a company originating at least one of the product/service offers.

5. (Canceled)

6. (Original) The system of claim 1 further including a client computer in communication with the server via a communications network.

7. (Original) The system of claim 6 wherein the client computer includes an applet received from the server.

8. (Original) The system of claim 7 wherein the applet is configured to prompt the customer using the client computer to enter the customer profile.

9. (Original) The system of claim 8 wherein the applet is further configured to communicate the customer profile to the server.

10. (Previously Presented) The system of claim 7 wherein the applet is configured to notify the customer at the client computer upon occurrence of a match to the product/service offer.

11. (Currently Amended) A marketing method executed in a computer system for matching a plurality of product/service offers with a plurality of customer profiles, the method comprising:

providing a database comprising a plurality of permission-based customer profiles containing information related to customers' interests in specific types of products and services;

providing a database comprising a plurality of product/service offers related to specific products and services; and

providing a server, the server configured for executing a computer program operable to match one of the plurality of product/service offers to one of the plurality of

~~permission-based customer profiles, the customer profile comprising a permission-based marketing profile within the server;~~

~~wherein the server which continuously communicates through an Internet connection to scan for product/service offers that appear to match one or more of the customer profiles; and~~

~~providing the customers offers based on the types of products and services associated with the permission-based customer profiles and instant communication with a product/service provider offering the matching product/service;~~

~~wherein the program is configured to allow the customers to accept or fulfill product/service offers; and~~

~~wherein the program is further configured to update matching based on whether a product/service offer was accepted or fulfilled by the customers.~~

12. (Canceled)

13. (Previously Presented) The method of claim 11 wherein a matched offer is communicated to a client computer via a computer network.

14. (Canceled)

15. (Original) The method of claim 11 wherein the customer profile includes an identification of the customer and a preference of the customer.

16–22. (Canceled)